



STEAM®

DATA ANALYSIS

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Business Task

Analyze consumer trends and patterns on the Steam Store app to improve marketing strategies and increase overall sales.

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Introduction

- Steam is leading global digital platform for video game producers.
- Personally familiar with the platform.
- Valve is the owner of Steam.
- Steamspy is a website that tracks and analyzes Steam game data, providing insights into game ownership and playtime statistics and more.
- Gamers from all over the world use this platform.
- Let's take a look at the trends and patterns users have.

Key Insights

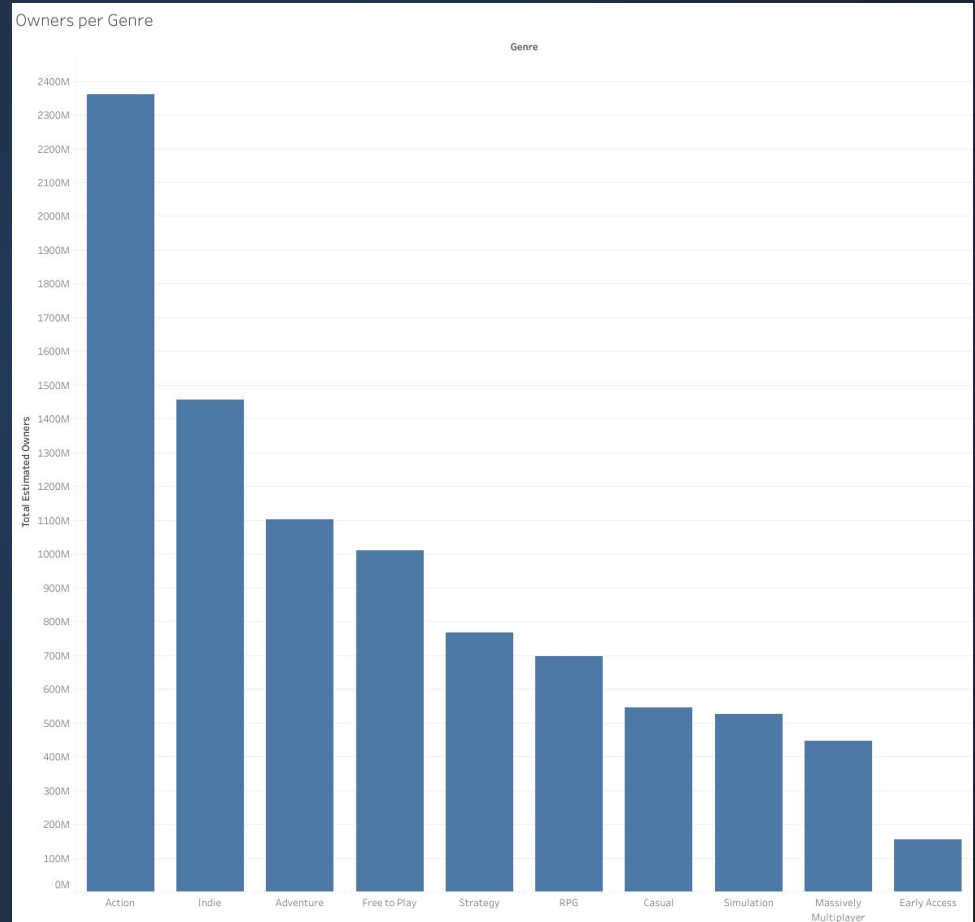
- Action, Indie, Free-to-Play, and Strategy are the most popular genres
- Multiplayer games have significantly higher average ownership
- Sales spike in July, followed by October and November
- Common traits in the top 5 games: Developer: Valve | Windows | Multiplayer | Action | Free to play
- Older games like Dota 2, CS:GO, and Warframe remain highly popular.
- Non-game software like training programs scored the highest ratings.

Visualizations



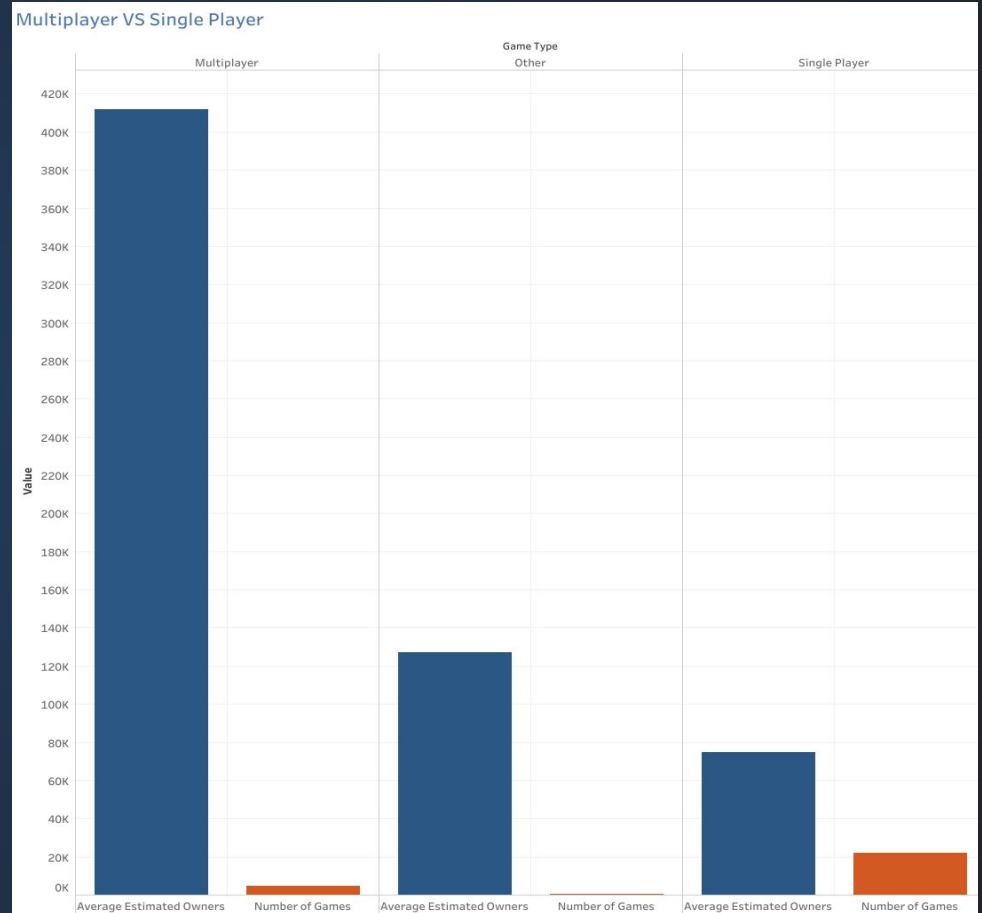
Owners per Genre

- **Action, Indie, Adventure, and Free to Play** are the most popular.
- **Action** Genre total estimated owners are at 235 million owners.
- **Indie** games attract a niche crowd but holds the 2nd spot.
- Gamers like adventures.
- **Free to play** easily draws ownership because it's free.



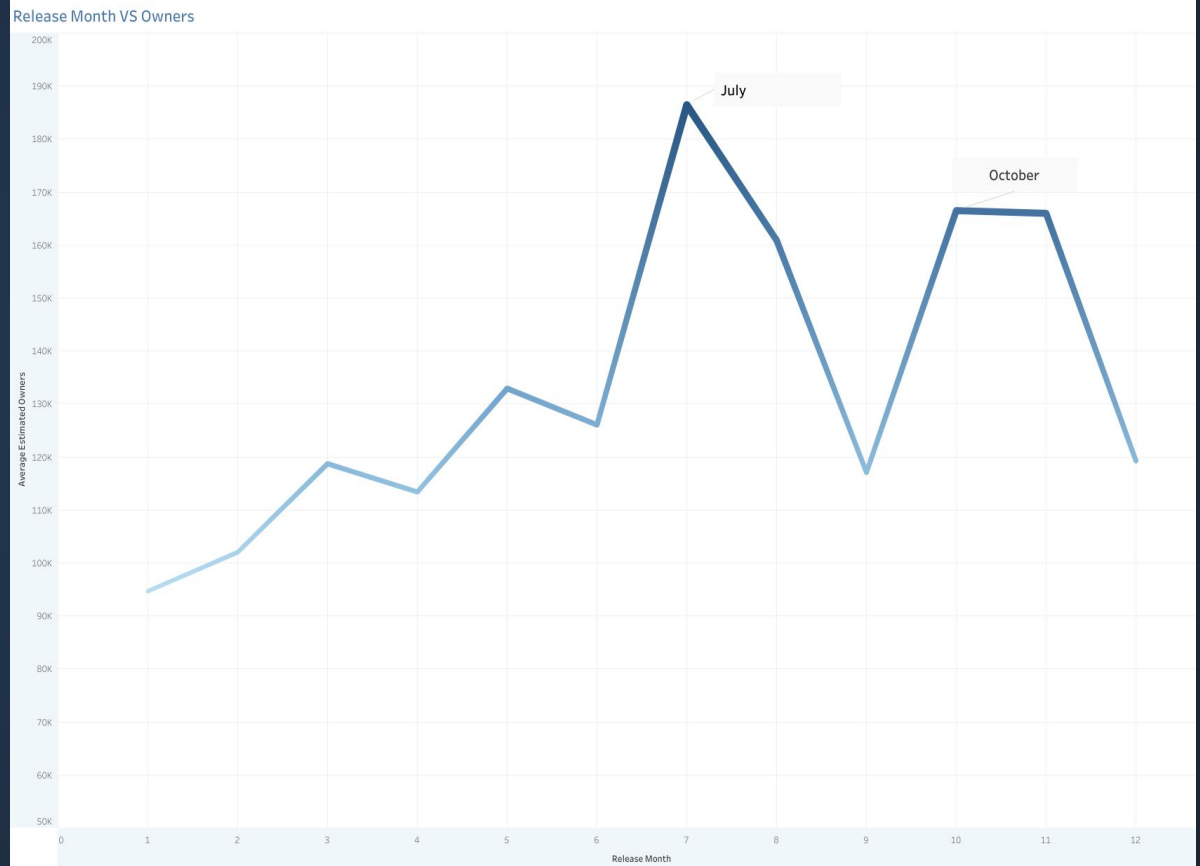
MultiPlayer VS Single Player

- Multiplayer games have significantly higher average ownership—about **5x more**—despite having a quarter of the number of games compared to single-player titles.
- Other game type includes Cooperative player games or non games like web publishing or photo editing softwares which surprisingly out numbers single player games.



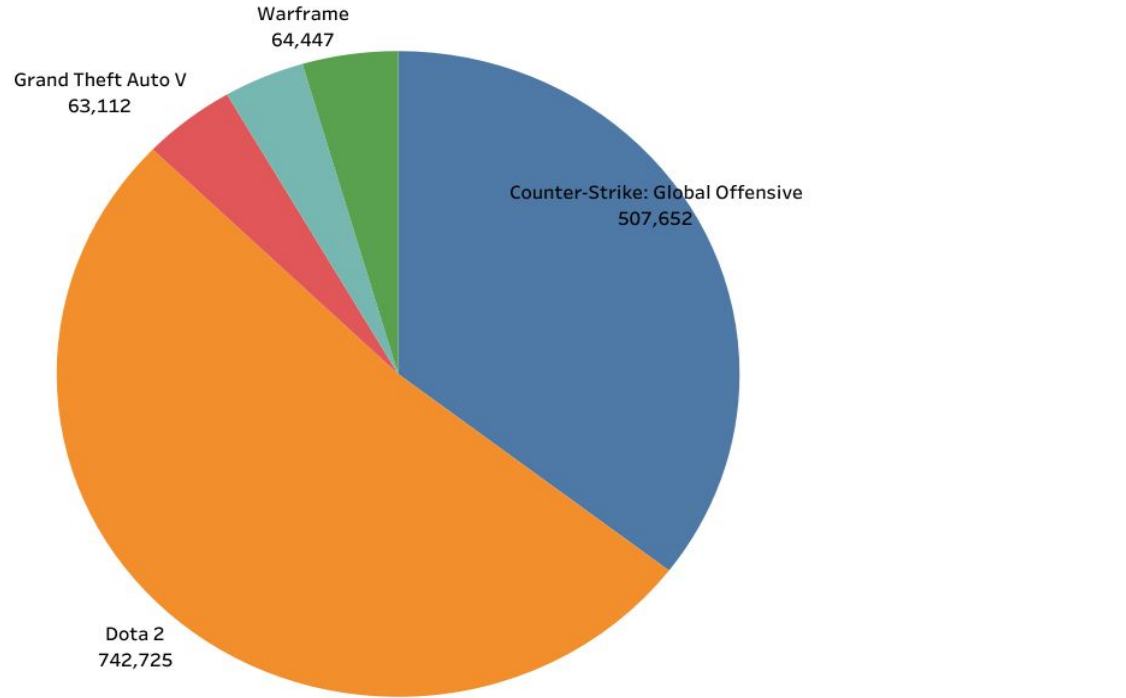
Monthly Sales

- Sales spike in **July** to 185,000 owners.
- **October** and **November** shows another spike at around 165,000 owners possibly due to summer breaks and holiday seasons.



Top Older Games

- Older games like **Dota 2**, **CS:GO**, and **Grand Theft Auto V** remain highly popular.
- What makes these games stand the test of time?



Highest Rated Genres

- Surprisingly, **non-game software** like **training programs**, **web publishing**, and **design tools** scored the highest.



Common Traits in the Top 5 Games

Common Traits:

- 3 developed by Valve
- All support Windows
- All have multiplayer
- All are action games
- 3 are Free to Play

Name	Concurrent Users	Developer	Platforms	Genres	Price
Dota 2	742725	valve	windows mac linux	Action Free to Play Strategy	0
Player Unknown's Battlegrounds	733670	pubg corporation	windows	Action Adventure Massively Multiplayer	29.99
Counter-Strike: Global Offensive	507652	valve, hidden path entertainment	windows mac linux	Action Free to Play	0
Tom Clancy's Rainbow Six Siege	75484	ubisoft montreal	windows	Action	19.99
Warframe	64447	digital extremes	windows	Action Free to Play	0

Campaign and Marketing Strategies

- Target marketing on Action, Indie, Adventure, and Free-to-Play genres.
- Promote multiplayer games emphasizing social connectivity.
- Market non-gaming tools like software training and design tools.
- Launch campaigns in July, October, and November with holiday themes.
- Support top games with DLCs to boost revenue.

Conclusion

To run a successful campaign and increase oversales on Steam we recommend focusing on the platform's leading genres- Action, Indie, Adventure, and Free-to-Play games. Emphasize games that support multiplayer. Marketing should highlight opportunities for players to connect, interact, and build communities within these games.

Opportunity to promote high-performing non-game applications such as software training tools, web publishing platforms, and design and illustration programs. These applications receive high user satisfaction and can expand Steam's market beyond traditional gaming audiences. Including them in marketing efforts can diversify revenue streams and attract a broader demographic.

Campaigns launched in early summer can leverage the school break to target younger audiences with time to explore new games. In the fall, themed promotions—particularly around Halloween—can focus on horror or spooky indie Free-to-Play titles, which align well with the seasonal demand.

Finally, popular titles that already perform well should be supported with downloadable content (DLC) to increase revenue and extend the life cycle of each product.

By combining strategic genre focus, seasonal marketing, social gaming emphasis, and non-gaming product promotion, campaigns can optimize visibility, engagement, and ultimately, sales performance across the Steam.

Appendix

- **Steam Store Data (clean)** <https://www.kaggle.com/datasets/nikdavis/steam-store-games>
- **Steam Store Data (unclean)** <https://www.kaggle.com/datasets/nikdavis/steam-store-raw>
- **Author for Steam Store Data** - Nik Davis
- **Steamspy App** - A website that tracks and analyzes Steam game data, providing insights into game ownership and playtime statistics. It uses the Steam API to gather information from user profiles.



Thank You